

# Budget cuts that won't end in a Shakespearian tragedy

## To spend or not to spend—that is the real question.

In this first issue of our *Field Marketing Tips* series, we'll show you how to save money by spending less. You can increase profits by stretching those budgets like so much bubblegum and re-working numbers to perk up that ROI. But cutting expenditure is simpler and just as effective.

## You needn't worry about slashing your sales.

Shining a light on your budget can lead to a brighter financial future. When you continually revisit, challenge, and examine your numbers, you can boost sales. That's because the economy isn't static, retailer-level demands constantly change, and technologies for improving efficiencies are being dreamed up every day. Your budget needs to be a flexible beast that helps you dominate the competition. If it's been over a year since you last appraised your field sales expenditures, it's time for, as David Bowie so eloquently put it: "Ch...ch.. ch... changes."

## And here are five very realistic changes you can make to spend less:

1. **Invite competition.** Inviting incumbent agencies and a few others to vie for your business with a reduced annual budget will generate new creative ideas about how to maximize the value of your spend. And you will have scarcely lifted a finger.
2. **Lead with the numbers.** Let pitching companies in on your budget. Otherwise their efforts, rather than being put towards meeting your parameters, may be wasted on things you can't afford, but they really, really like.
3. **Count.** You should have a methodology in place for scrutinizing retailer outcomes quarterly, if not weekly. This way you can swiftly deal with negative ROIs by working smarter on accounts that aren't bringing home the bacon.
4. **Try tactical arrangements.** Talk to your agencies about paying only for what you need. Sure, there are tangible and non-tangible reasons for permanent contracts. But you can keep the tangible services and simply lose the fluffy stuff. The savings may surprise you.
5. **Use EPOS ASAP.** Data is the bread and butter of your business. Don't starve your company.



*Logobrand's business is improving the business of our clients.* We offer companies contractual and tactical arrangements, both with one clear end in mind: creating a high ROI. We do this by compiling data that identifies opportunities and problems at the store-level. These findings can then be acted upon by the client's own field sales resources, or by our field teams. All progress and outcomes are reported via real-time websites.

We designed this series of tips to help businesses run a tighter ship. If you missed one or would like a consultation regarding your company, please contact us. Together we can ensure you sail off towards a more successful horizon.



### Logobrand's Tips for Field Marketing Series

1. Budget cuts that won't end in a Shakespearian tragedy
2. Real companies need real-world returns
3. "In Stock" is the loveliest phrase in business
4. When it comes to promos, your attitude should be: "Me, me, me!"
5. Rocket your new product into retail orbit
6. Free display space just for the asking
7. The painless Category Review
8. Friends in high places, and at Store-Level
9. You can't manage what you don't measure
10. Data is your best friend

*Spending less is a science we can teach.*

- » Sales & Distribution
- » Audits
- » Promotional Activation
- » Availability & Distribution
- » POS Implementation
- » NPD - Speed to shelf
- » Re-plans
- » Category Review management
- » Merchandising
- » Order processing
- » Telesales
- » Real-time web reporting
- » Field Sales management systems
- » Data-driven journey plans
- » PDA software
- » Database Management
- » EPOS & Stock Analysis

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